MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM ID 2210)

BMK2034 – MARKETING STRATEGY

(All Sections / Groups)

07 FEBRUARY 2023
9.00AM-11.00AM

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 5 questions only.

2. Answer **ALL** questions. Mark distribution for each question is given.

3. Please write all your answers in this exam paper.

QUESTION 1

At maturity stage of a product life cycle, it is quite common for companies to have multiple strategic business units as part of their diversification strategies. At maturity stage, companies can consider FOUR major strategies to hold their market share and increase share of customer. Explain these four strategies.

20 Marks

QUESTION 2

Differentiate brand competitors and product competitors with appropriate examples.

20 Marks

QUESTION 3

Explain the FOUR (4) characteristics of well written marketing goals.

20 Marks

QUESTION 4

Explain, with appropriate examples, FOUR (4) factors affecting the consumer buying process.

20 Marks

QUESTION 5

Sociocultural trends are part of the external environment that affects product demand. Explain FOUR (4) threats of these trends to the baking industry.

20 Marks

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